

UNITED STATES DEPARTMENT OF AGRICULTURE
EXTENSION SERVICE
WASHINGTON 25, D.C.COMPARISON OF VALUE IN FABRICS AND CHILDREN'S CLOTHES*Prices

Here is what happened to prices from 1939 to 1948:

In 1939	Price =	$\frac{1 \text{ Money}}{1 \text{ Goods and Services}}$	$\frac{1}{1} = 1$
In 1948	Price =	$\frac{3 \text{ Money}}{1.5 \text{ Goods}}$	$\frac{3}{1.5} = 2$

When you shop today, remember a comparable garment bought in 1939 and multiply the price by two. Does it check with today's price tag?

Cotton

Here is what happened to the prices of 80 square percale from 1939 to 1948.

	Price Gray Goods (80 square)	Price Raw Cotton
1939	7¢	9¢
OPA 1946	20¢	44¢
Feb. 1947	30¢	
Dec. 1947	33¢	37¢
Aug. 1948	24¢	30¢

What should it cost? 17 $\frac{1}{2}$ ¢ without profit and selling cost.
Should land at about 19 $\frac{1}{2}$ ¢ again next spring.

*Notes taken by Alice Linn from the talk given by Dr. Harry A. Barth, fabric buyer, W.T. Grant Co., at the Syracuse seminar on August 27, 1948.

Here is what happened to labor in the cotton industry from 1939 to 1948:

1939 38¢ an hour

1948 1.00¢ an hour

Here is what's happened to the production of goods in the cotton industry:

1939 8,287 billion yards

1947 9,807 billion yards

1948 10,300 billion yards

The cotton textile industry was a badly depressed industry from 1926 to 1939. Therefore the 2 for 1 ratio should not hold. The cost of cotton and labor will prevent gray goods from going down to 1939 level. A billion yards more is available for home use now than in 1947. Under the Marshall Plan we give foreign countries money to buy textile machinery but not textiles. We now have 70 yards per capita rather than 58 years, normal use. Supply exceeds demand, so cotton goods will be more moderately priced. Most cotton goods follow 80 square pattern. A glaring exception is combed cotton goods, selling at 5 to 6 times the 1939 price.

Some textile manufacturers have curtailed production to keep prices up. The good old reliables have kept going full steam.

Grant's picture of their average customer family: Wife, 35 to 38; 2 or 3 children; income \$50 a week or less.

Rayon

Raw materials in rayon have kept more nearly in line. Filament goods have been overpriced but not so badly as cotton. Rayon will reach stability at double 1939 prices. One dollar and thirty-nine cent rayon may sell for 98 cents.

No really new fabrics have appeared on the mass market. Goods are beginning to be nearly as good as in 1939.

Children's Fabrics

The trend in children's fabrics is away from Floral designs to geometric. Special fabrics are being styled for girls' wear.

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